

## Alkem introduces advanced ceramide-boosting product for skin barrier repair

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**Olesoft Trucera contains N-Palmitoyl Serinol that stimulates the skin's natural ceramide production**



Mumbai-based Alkem Laboratories has announced the launch of Olesoft Trucera moisturising lotion, an advanced science-led formulation designed to restore hydration, strengthen the skin barrier, and soothe skin flare ups with an inside out approach.

Olesoft Trucera contains N-Palmitoyl Serinol that stimulates the skin's natural ceramide production, a potent blend of five ceramides to lock in moisture and support the skin barrier's function, and dual oat-extract actives along with Niacinamide to provide anti-inflammatory benefits. Olesoft Trucera will be available on prescription, so consult a doctor before using.

Commenting on the launch, Dr. Vikas Gupta, Chief Executive Officer, Alkem, said, "Indian consumers are increasingly seeking advanced skincare regimens with products that are clinically validated and contain high-performance actives. Alkem is strengthening its presence in this space with differentiated, evidence-backed solutions that address patient needs. The launch of Olesoft Trucera reflects this approach, combining science and clinical insights to offer a meaningful option for long-term skin barrier repair and lasting protection against moisture loss. This is also part of Alkem's broader strategy to focus on smart product selection in high-growth therapy areas."

Alkem already has a strong presence in the moisturizer segment with its Olesoft range of products, including Olesoft Max, Olesoft Lite, Olesoft PPK and Olesoft pH 5.5. According to Strategic Marketing Solutions and Research Centre (SMSRC) data from April 2025, Olesoft Max is the most prescribed moisturizer by dermatologists in India. Additionally, Olesoft Lite was named "Best Launch of the Year" in the face moisturiser category by IQVIA in June 2025.